



U.S. Pavilion at Zoomark 2005

Bologna, Italy, May 5-8, 2005



Exhibitor Booth and Service Package

For the fee of Euro 2.880, U.S. exhibitor at ZOOMARK International will receive a 3x2 meter (9'9"x6'6") fully constructed and furnished booth.

All booths will feature a functional design in red, white, and blue and will be furnished as follows:

- * A header with company's name
- * Side and back wooden walls measuring 2.5 meters (8'2") in height
- * One table and 4 chairs, 1 counter, shelves along the 2 side walls, 1 small cabinet, 1 wastebasket
- * Two spotlights
- * Electricity - 1 power source with three outlets of 220 volts/50 cycles/15 ampere (please bring any small transformer and adaptor plug that you will need with you)

The following unique services are included in the participation fee of the U.S. Pavilion:

- * **Exclusive:** updated electronic lists of distributors, agents and buyers, FREE upon registration!
- * Interpretation services on a rotational basis during the event (shared among exhibitors)
- * An extensive promotional campaign throughout Italy and Europe, , including articles in Italian trade magazines
- * On-site assistance of U.S. Department of Commerce and U.S. Department of Agriculture staff
- * ZOOMARK registration fees
- * A large bar lounge area to hold private meetings on a rotational basis, with free refreshments
- * A business lounge equipped with computers, fax, e-mail, internet, exclusively for exhibitors
- * General exhibition services
- * Basic third-party insurance coverage
- * Use of APO mailing system at U.S. postage costs, which is also exempted from customs duties payment
- * Insertion in the show catalog and in the ZOOMARK Internet site, with product description translated into Italian
- * A copy of the ZOOMARK show catalog
- * Assistance with hotel reservations at discounted Consulate rates

Optional space and services:

- * Larger booths available at **Euro 400** for each additional square meter
- * Private interpreting services at **Euro 110** per day
- * VCR equipment and other services upon request
- * A schedule of pre-arranged one-on-one appointments with qualified Italian business contacts similar to the Gold Key service offered by FCS at the fixed cost of **\$ 700**

NOTE:

- A)** Space will be assigned on a "first-come/first served" basis. Due to logistical issues, please be aware that booth location and number can only be assigned one month before the show. However, corner booths will be assigned on a "first-come/first served" basis. The Commercial Service will make every effort to comply with specific requests for assignment of exhibit space locations, but it reserves the right to change them at any time to accommodate the needs of all U.S. exhibitors.
- B)** Expenses related to customs clearance, transportation from the airport to the show site and viceversa, loading and unloading, unpacking and repacking of the material shipped for the exhibition are NOT included.
- C)** It is incumbent upon the Participant to be covered at its own expense for comprehensive all-risk insurance, including casualty, accident and liability insurance in amounts adequate to cover reasonable risk of liability for death, personal injury, illness, property loss or property damage.



U.S. PAVILION AT ZOOMARK 2005

Bologna, Italy – May 5-8, 2005



Action Form

To participate in the U.S. Pavilion at Zoomark please take the following steps by December 10th, 2004:

- ☐ Specify the type of booth (i.e. 3x2 meters)
- ☐ Completed and signed Participation Agreement (see attached at page 7)
- ☐ Completed Hotel reservation form (if needed, see attached at page 6)
- ☐ Check or Credit card payment (see instructions hereafter)
- ☐ U.S. Origin Statement of your products. Please read the U.S. Origin Clause here below, sign and return this page to us

Credit card payment: If you wish to pay by credit card – American Express, Visa or Master Card – please just fill in below and fax this page together with the items listed above to +39-02-659-6561.

Name of the company
Card No. (15 digits)
Exp. Date / Amount Euro
Full name on card.
Signature.
Date.

Check payment: issue check made payable to “U.S. Department of Commerce”. Remember to apply the official exchange rate of the day you issue the check. Send the check by express courier service to:

Hans Amrhein/Simonetta Busnelli
U.S. Consulate General
U.S. COMMERCIAL SERVICE – ZOOMARK 2005 SHOW
Via Principe Amedeo, 2
20121 Milan, Italy

U.S. ORIGIN CLAUSE

It is the policy of the US Department of Commerce and the US Department of Agriculture to grant exhibit space in the U.S. Pavilions at Trade Fairs to U.S. companies showing products or services whose content is at least 51% U.S. origin (see Conditions of Participation). In order to determine the U.S. origin content, you can take into account the base material used to manufacture the product, the design, the creative value, the marketing, the packaging, and other such items. In order to accept your company in the U.S. Pavilion at Zoomark 2005 you need to complete, sign and return to us the following statement:

STATEMENT

I affirm and certify that the products to be promoted at the U.S. Pavilion at Zoomark International Trade Show in Milan, Italy, May 5-8, 2005 have a minimum 51% U.S. content

Name, Title and Signature

Date

Company Name



**U.S. Department of Commerce
International Trade Administration
CONDITIONS OF PARTICIPATION**

I. U.S. Commercial Exhibition defined

Solo Fairs: Overseas exhibition sponsored, conducted and managed by the U.S. Department of Commerce (USDOC) for the benefit of U.S. firms. Most solo fairs are vertically organized by product line.

International Trade Fairs: Overseas exhibitions conducted and managed by a party other than the U.S. Government, at which the U.S. Department of Commerce sponsors a U.S. presence. International Trade Fairs may be either horizontal or vertical in terms of product theme.

II. Criteria

Firms that participate in a U.S. Commercial Exhibition (hereafter referred to as "Exhibition") must use the event to promote the sale of products or services which in the judgement of the Department meet one of the following criteria:

- A. Manufactured or produced in the United States.
- B. If manufactured or produced outside of the United States, the product or service must be marketed under the name of a U.S. firm and have U.S. content representing at least 51 percent of the value of the finished good or service.

III. Policy on the mixing of new and used equipment in a single event:

The Department has found that the promotion of both new and used equipment at a single exhibition usually impairs the success of the event. Therefore, except where a contrary policy is announced at the time participation by private firms is first invited by the Department, the display or promotion of used equipment in events featuring new equipment, or vice versa, will not be permitted.

IV. Within the limits of available resources, as determined by the U.S. Department of Commerce, the Department agrees to:

- A. Undertake an appropriate **promotional campaign** to attract to the Exhibition importers, distributors, agents, licensees, joint-venture partners, franchisees, buyers and end-users, including key government officials. This may incorporate press releases, brochures, and directories, special trade and press showings, conferences, receptions and other publicity and promotional techniques as appropriate.
- B. Provide exhibition space in accordance with booth size and contribution schedule.
- C. Provide the following **exhibition services**:
 - 1. Overall exhibition design and fabrication, and individual display stand design and construction.
 - 2. Installation of a display system and furnishings such as shelves, chairs and tables.
 - 3. Mounting of standard Participant and agent/distributor identification signs.
 - 4. Normal utilities and hookup services. (Utility requirements determined by the Director of the U.S. Exhibition or designee to be unusual will be charged to the Participant at cost.)
 - 5. Interpreter assistance, if deemed necessary under local conditions by the Director of the U.S. Exhibition, for Participants not having representation in the country of the Exhibition.
 - 6. Normal housekeeping and security services.

The Department reserves the right to control the type of display and materials used by participants to ensure conformity with the Exhibition theme, to maintain overall design integrity and to conform to the installation schedule.

- D. Provide **marketing counseling** and advice, including identification of prospective customers, licensees, joint-venture partners, distributors and agents, and assistance in evaluating their suitability; and background information on local trade and pricing practices and customs.

E. Arrange for the following **transportation, loading and services:**

- 1. Coordinate, through the Department or its agent, the shipping schedule of exhibit items originating from the United States. U.S. carriers should be used whenever practicable. Further, schedule the movement of the Participant's exhibit items from the point of entry in the host country to the exhibition site on the condition that the Participant has complied with all shipping and marking instructions and carrier designations provided by the Department or its agent.
- 2. Coordinate unloading and unpacking of Participant's equipment from transport vehicles at the exhibition site, placement in the display area and storage of empty shipping cartoons or crates during the exhibition
- 3. Coordinate repacking and loading of exhibit items to be shipped from the Exhibition using original packing materials. If it is not practicable to use the original packing material, the cost of new packaging materials shall be borne by the participant.

The U.S. Government shall be held harmless against breakage or other damage to the Participant's equipment that might occur in the course of the performance of these services described under Section IV, E. Accordingly, the Participant may wish to obtain insurance to cover its risk of loss due to breakage or other damage that might so occur. Should special equipment be required beyond that normally used for handling, installation, or operation, the Director of the U.S. Exhibition or designee will obtain it if available; additional costs incurred shall be paid by the Participant. The Director of the U.S. Exhibition, at his or her discretion, may refuse to

handle exceptionally large, delicate or complex equipment not identified on the Participation Agreement.

V. The Participant agrees to:

- A. Make a **financial contribution** to the U.S. Department of Commerce in an amount to be established for each Exhibition for use in funding all services provided to the Participant as described in Section IV, paragraphs A thru E, including market development, operating and hospitality costs of the Exhibition, and other international trade promotional activities. A signed **Participation Agreement** (Form ITA 4008) is to be submitted with the contribution.
- B. Furnish a **listing of exhibit items** with the Participation Agreement.
- C. Provide a **qualified, decision-making representative** to be on duty at the Exhibition during business hours through the term of the Exhibition. This representative shall be prepared and authorized to discuss product lines; to give price quotations on various bases, as appropriate; and to make sales and related arrangements. This representative shall also be authorized to make immediate payment for all expenses chargeable to the Participant under this section V and to make any decisions required to carry out the Participant's responsibilities described in this section V, G and H, below. The company representative should be designated in writing to the Department at the earliest possible date. This person should arrive at the Exhibition site a sufficient number of days in advance of the Exhibition opening date to insure that the Participant's exhibit equipment is properly set up for demonstration and to gain familiarity with the market. At a minimum, the representative should be present two days prior to the opening to attend such functions as may be appropriate.
- D. **Mark and ship** equipment according to instructions to be furnished by the Department or its agent and provide for the proper disposition of exhibit items.
- E. When directed by the Department or its agent, document, pack, and ship catalogs, brochures, sales literature, and other expendable items separately from exhibit equipment.
- F. Obtain:
 1. All **export licenses** required by the Department's Bureau of Export Administration, or by any other export licensing agency, e.g. the Nuclear Regulatory Commission, U.S. Department of Energy, and the Office of Munitions Control, U.S. Department of State, for demonstration or exhibit equipment and for the disposition abroad of exhibited equipment or any other items following the exhibition. Information concerning export license requirements may be obtained from the Bureau of Export Administration, Exporter Counseling Division, Washington, D.C. (202) 482-4811, or from the nearest U.S. Department of Commerce District Office.
 2. Any **permits** necessary under host country law relevant to this operation of exhibit equipment. (While this remains the responsibility of the Participant, the Department will endeavor to ensure that Participants are advised of any such requirements.)
- G.
 1. Before the close of the Exhibition, pay all **costs of shipment** of exhibit and promotional items from point of origin to the exhibition site, including, inland, freight storage, duties, if applicable, and other charges such as port handling, transfer, cartage, freight forwarding, customs brokerage, taxes and other fees.
 2. Pay any **other miscellaneous costs** which may be incurred before, during or after the Exhibition to the account of the participant.
 3. **Reexport exhibit items** within the time limitations set by the host country, if not the host country, if not sold or otherwise disposed of, and pay all **duties and taxes**, customs and related charges which may be levied. The Participant shall comply fully with all import and customs laws of the host country.
- H. Arrange for removal of exhibit items from the Exhibition site after the close of the Exhibition within a time period to be determined by the Director of the U.S. Exhibition or designee. At or before the conclusion of the Exhibition, the Participant shall provide the Director of the U.S. Exhibition or designee, in writing, with one or more of the following instructions as to the **disposition** of the Participant's exhibit items:
 1. Release at the Exhibit site to the custody of the Participant.
 2. Place in storage for further disposition in accordance with Section V, H, 1, above.
 3. Release at the Exhibit site to a specified third party, e.g., the buyer, freight forwarder, in accordance with Section V, H, 1 and 2, above.
- I. Pay **all costs for shipping** exhibit items from the exhibition site to the next destination. If the exhibit items are not to be returned to the United States at the conclusion of the Exhibition, the Participant shall comply with any restrictions on foreign disposition established by the Bureau of Export Administration or any other relevant export licensing agency. If the Participant fails to provide written disposition instructions at the close of the Exhibition, the Department may, at the Participant's expense, release the Participant's exhibit items to the freight forwarder servicing the Exhibition for appropriate disposition. Failure of the Participant to furnish such instructions shall release the Department from responsibility for any disposition of the Participant's equipment, including all related expenses and necessary documentation.
- J. Execute a new Participation Agreement if the Participant's exhibit items are to be displayed at another Commerce-sponsored

overseas exhibition. The Participant will be responsible for paying all costs involved in shipping the items to the subsequent site.

- K. The Participant agrees to **indemnify and hold harmless** the U.S. Government, its agencies and instrumentalities, against all suits, actions, claims, costs, or demands (including without limitation, those resulting from death, personal injury, and property loss or damage) to which the U.S. Government, its agencies and instrumentalities may be subject or put by reasons of loss of or damage or illness or injury (including death) to the property or person of any one other than the U.S. Government, its agencies, instrumentalities and personnel, arising or resulting in whole or part from the Participant's participation in the Exhibition, including but not limited to acts done or performed by the Participant, its representatives or employees, and also including but not limited to the Department's performance of services for the Participant under the terms of these Conditions of Participation.

The Participant agrees, and it is incumbent upon the Participant, to be covered at its own expense for comprehensive **all-risk insurance**, including casualty, accident and liability insurance in amounts adequate to cover reasonable risk of liability for death, personal injury, illness, property loss or property damage relating to acts done or performed by the Participant, its representatives or employees otherwise in the Exhibition, which participation includes the Department's performance of exhibition services for the Participant. In no event shall these liability coverage amounts be less than may be required for these purposes by the laws of the host country.

- L. Provide detailed and accurate information as to the technical specification of the exhibits equipment on **Product Characteristics Form** (ITA-426P).
- M. Provide promotional information on the **Marketing Data Form** (ITA-466P) and supply publicity materials in accordance with instructions furnished by the Department.
- N. Provide the Director of the U.S. Exhibition or designee at the end of the Exhibition with information on the results of its participation on **Exhibitor and Mission Report Form** (ITA-4075P) or successor forms. In addition, the Participant may be requested to report business activity resulting from participation in the Exhibition. Information provided by the Participant will be used for program evaluation purposes only. If the Participant requests that particular information be treated confidentially, the Department will honor the request to the extent possible under applicable law.

VI. Other conditions

- A. The Director of the U.S. Exhibition or designee has complete authority to assign space, determine articles and methods to be used for display of items, determine location of the Participant and representation identification in booths, and has overall authority concerning matters directly relating to the U.S. Exhibition and its participants.
- B. While the Department makes every effort to insure that marketing information furnished to exhibitors is reliable and up-to-date, it assumes no responsibility for any errors or omissions therein. Although the Department will make every effort to facilitate a successful exhibition, it is understood and agreed that the Department does not guarantee in any way the success of any Participant in the Exhibition. The only contractual obligations the Department assumes are those expressly made herein or mutually agreed to by an amendment in writing.
- C. If, for any reasons, the Participant cancels participation in the Exhibition, its financial contribution will be refunded only if written notice is received by the Department 90 days before the opening of the Exhibition. Any such notice should be addressed to the attention of the Department's project officer with whom the Participant has been dealing. The Department, at its sole discretion, and upon its determination that it would be consistent with the proper operation of its exhibition program, may allow a partial or full refund of the financial contribution.
- D. It is agreed that the Department or its contractors shall be absolved of **liability** for any damage or loss resulting from or related to the failure of the Participant to comply with the provisions of these Conditions of Participation. If the Participant fails to fulfill any of its obligations under these Conditions of Participation, the Participant's contribution may be forfeited. In the event additional costs are incurred by the Participant's failure to comply with the provisions of the Conditions of Participation or instructions provided therein, such additional costs, including all attorney fees, shall be paid by the Participant.
- E. While the Department will make every effort to select reliable contractors such as freight forwarders, customs brokers, designers, photographers, translators, etc., for the benefit of the Participant, it assumes no responsibility or **liability** for the acts of any contractor selected.
- F. The Department reserves the right to cancel the Exhibition or the participation of any Participant at any time. In the event of such cancellation, the Department shall notify the Participant but shall incur no **liability** to the Participant for costs incurred by the Participant except the return of the Participant's contribution.
- G. Not more than five companies will be allowed to share a single booth under one Participation Agreement and one contribution. The Department will determine the number of firms permitted, up to five per booth, taking into consideration the items to be displayed. The Department will not be obligated to promote or prepare complimentary graphics or stand identification for more than one company.
- H. It is understood that all applications for participation in the U.S. Exhibition are subject to approval by the Department.



U.S. Pavilion at Zoomark 2005

Bologna, Italy, May 5-8, 2005

HOTEL RESERVATION FORM

Blocks of rooms have been reserved at special discounted Consulate rates at the Hotel San Donato, in the downtown area and at the Holiday Inn Bologna City, close to the fairgrounds. If you want to take advantage of these special rates, reserve your room through the US Commercial Service only, by sending this form no later than December 10th, 2004 to our fax +39/02659-6561. The number of rooms reserved in each hotel is limited, and reservations will be handled on a "first-come/first-served" basis. A major credit card number is required to hold your reservation.

Hotel San Donato Best Western Located Downtown Via Zamboni, 16 – 40126 Bologna Tel: +39-051-235395 - Fax: +39-051-230547 E-mail: info@hotelsandonato.it www.hotelsandonato.it Standard Room, single occupancy (SGL): Euro 149 Double room, single occupancy: (DB/SG): Euro 180 Double room (DBL/TWIN or DBL/KING): Euro 195 With its prime position in the earth of the city, overlooking the Due Torri and a few steps from Piazza Maggiore, the San Donato offers well-appointed, spacious rooms and idyllic bar terrace with views on the terracotta rooftops and towers. Cancellation policy: - No charge if cancellation occurs prior to April 19 - Fifty percent (50%) if cancellation occurs from April 20-27 - Full charge if cancellation occurs after April 28	Hotel Holiday Inn Bologna City Located Close to the Fairgrounds – 2 miles from city center Piazza della Costituzione 1 – 40128 Bologna Tel: +39-051-41666 - Fax: +39-051-41665 E-mail: hibolognacity@libero.it www.bologna-city.holiday-inn.com Standard Room, single occupancy (SGL): Euro 195 Double room, single occupancy: (DB/SG): Euro 222 Double room (DBL/TWIN or DBL/KING): Euro 240 With first-class accommodation and facilities, the Holiday Inn Bologna City has been appreciated for many years. The cordial, professional and quality service it provides and its location make it the perfect place for a business meeting or leisure stay. Cancellation policy: -No charge if cancellation occurs prior to March 30 -One night charge if cancellation occurs between April 1-19 -Charge of two nights if cancellation occurs from April 20-May 2 -Full charge if cancellation occurs after May 2
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Prices are per night and include taxes, service, and breakfast

COMPANY _____

Name of person(s)	SGL or DB/SG or DBL	Check-in Date	Check-out Date
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Credit Card Number _____ **Exp. Date** _____

1st choice hotel _____ 2nd choice hotel _____

THIS FORM MUST BE COMPLETED AND FAXED TO: +39/02659-6561 BY DECEMBER 10TH, 2004



Participation Agreement

5 F 1 4

(EVENT ID)

D-

1. Name, Date and Site(s) of Promotional Event/Service:

**U.S. Pavilion at Zoomark 2005 - Bologna, Italy
May 5-8, 2005**

2. Company's/Participant's Name, Address, Telephone and Fax Numbers and E-mail Address:

3. Contact Name(s), Title(s), and Contact Information (if different from #2):

4. Company/Participant is:

☐ New-to-Export ☐ New-to-Market ☐ Old-to-Market

5. Numbers of Employees

☐ 1-49 ☐ 50-99
☐ 100-299 ☐ 250-499 ☐ 500-999 ☐ 1,000+

6. Name and contact information (address, telephone, fax, e-mail) of overseas representative(s) responsible for marketing Company's/Participant's products in the trade event country or countries, if applicable:

7. Participation fee of \$ _____ ☐ enclosed ☐ sent separately. (Make check payable to U.S. Department of Commerce)

8. Additional Information, if needed, e.g. description of display items, products or services being provided or promoted.

9. Company/Participant agrees to abide by the terms of the attached Conditions of Participation, which form a part of this agreement, and acknowledges that information provided by Company/Participant to the Department of Commerce in connection with this event or service may be made available to the public.

Signature of Duly Authorized Company/Participant's Representative

Date

Print Name and Title

U.S. Government Use Only

10. TOTAL AMOUNT DUE \$ _____

UNITS

AMOUNT RECEIVED \$ _____

BALANCE DUE \$ _____

12. APPROVED FOR COMMERCE

Signature

Date

11.

Print Name and Organization

PRINT OR TYPE OFFICER'S LAST NAME

FIRST INITIAL

This information collection is authorized by law (15 U.S.C. 1501 et seq. 15 U.S.C. 171 et seq.) Although you are not required to respond, no agreement may be concluded for Company's/Participant's participation in a U.S. Department of Commerce-scheduled promotional event/service unless a completed Participation Agreement form has been received. Public reported burden for this collection of information is estimated to be 20 minutes per response, including the time for reviewing instructions, and completing and reviewing the collection of information. Notwithstanding any other provision of law, no person is required to respond, nor shall a person be subject to a penalty for failure to comply with a collection of information subject to the requirements of the Paperwork Reduction Act unless that collection of information displays a current valid OMB Control Number. Send comments regarding the burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Reports Clearance Officer, International Trade Administration, Department of Commerce, Room 4001, 14th St. and Constitution Avenue, N.W., Washington, DC 20230.